

AUG16/12 11.3
*** WFTV-TV ***

REP. # _____ OFF. # 6556 SALESMAN # _____

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- JOE KNAUER

	CLASS: NATL.	LOCAL	REGIONAL
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
31			
32			
33			
34			
35			
36			
37			
38			
39			
40			
41			
42			
43			
44			
45			
46			
47			
48			
49			
50			
51			
52			
53			
54			
55			
56			
57			
58			
59			
60			
61			
62			
63			
64			
65			
66			
67			
68			
69			
70			
71			
72			
73			
74			
75			
76			
77			
78			
79			
80			
81			
82			
83			
84			
85			
86			
87			
88			
89			
90			
91			
92			
93			
94			
95			
96			
97			
98			
99			
100			

102 *Journal of Management Inquiry* 20(1)

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG16/12 11.38

** NEW ORDER **
 TTLS \$36725.29X
 PLS CFM, THX 8/16

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019

[illegible]

1	1000A-1100A	30	\$550.00	9/7	9/7	1	FRI	1
---	-------------	----	----------	-----	-----	---	-----	---

2	1210A-105A	30	\$425.00	9/7	9/7	1	FRI	1
---	------------	----	----------	-----	-----	---	-----	---

```
PROGRAM : J KIMMEL-ABC<
CON COM1: J KIMMEL-ABC<
```

REP HEADLINE# 6282549
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG16/12 11.3
*** WFTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1200N-100P PROGRAM : EYEWIT NW-NOON CON COM1: EYEWIT NW-NOON	30		\$900.00	9/7	9/7	1		FRI	1
4			530A-600A PROGRAM : EYWT DYBK 530A CON COM1: EYWT DYBK 530A	30		\$800.00	9/7	9/7	1		FRI	1
5			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30		\$3,900.00	9/7	9/7	1		FRI	1
6			700A-900A PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC	30		\$2,100.00	9/7	9/7	1		FRI	1
7			1135P-1210A PROGRAM : ABC-NITELINE< CON COM1: ABC-NITELINE<	30		\$900.00	9/10	9/10	1		MON	1
8			1100A-1200N PROGRAM : VIEW-ABC CON COM1: VIEW-ABC	30		\$850.00	9/10	9/10	1		MON	1
9			700A-900A PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC	30		\$2,100.00	9/10	9/10	1		MON	1
10			1200N-1230P PROGRAM : EYEWIT NW-NN SA CON COM1: EYEWIT NW-NN SA	30		\$550.00	9/8	9/8	1		SAT	1
11			500A-600A PROGRAM : EYE-W DYBK E CON COM1: EYE-W DYBK E	30		\$325.00	9/8	9/8	1		SAT	1

REP HEADLINE# 6282549
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG16/12 11.3
*** WFTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
12			700P-800P PROGRAM : JEOPARDY/WHEEL CON COM1: JEOPARDY/WHEEL	30		\$1,500.00	9/8	9/8	1		SAT	1
13			1200N-1230P PROGRAM : EYEWIT NW-NN SU CON COM1: EYEWIT NW-NN SU	30		\$600.00	9/9	9/9	1		SUN	1
14			600P-630P PROGRAM : NEWS CON COM1: NEWS	30		\$2,200.00	9/9	9/9	1		SUN	1
15			600A-900A PROGRAM : EYEWIT-WK DYBK2< CON COM1: EYEWIT-WK DYBK2<	30		\$1,000.00	9/9	9/9	1		SUN	1
16			1100A-1200N PROGRAM : VIEW-ABC CON COM1: VIEW-ABC	30		\$850.00	9/6	9/6	1		THU	1
17			600A-700A PROGRAM : EYEWIT DAYBRK CON COM1: EYEWIT DAYBRK	30		\$1,900.00	9/6	9/6	1		THU	1
18			600P-700P PROGRAM : EYEWIT NWS-6/ABC-WORLD NWS CON COM1: EYEWIT NWS-6/ABC-WORLD NWS	30		\$3,200.00	9/6	9/6	1		THU	1
19			900A-1000A PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$600.00	9/6	9/6	1		THU	1
20			1210A-105A PROGRAM : J KIMMEL-ABC< CON COM1: J KIMMEL-ABC<	30		\$425.00	9/4	9/4	1		TUE	1

REP HEADLINE# 6282549
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
AUG16/12 11.3
*** WFTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21			1200N-100P PROGRAM : EYEWIT NW-NOON CON COM1: EYEWIT NW-NOON	30		\$900.00	9/4	9/4	1		TUE	1
22			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$900.00	9/4	9/4	1		TUE	1
23			600A-700A PROGRAM : EYEWIT DAYBRK CON COM1: EYEWIT DAYBRK	30		\$1,900.00	9/4	9/4	1		TUE	1
24			900A-1000A PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$600.00	9/4	9/4	1		TUE	1
25			1000A-1100A PROGRAM : MILLIONAIRE/FEUD CON COM1: MILLIONAIRE/FEUD	30		\$550.00	9/5	9/5	1		WED	1
26			1135P-1210A PROGRAM : ABC-NITELINE< CON COM1: ABC-NITELINE<	30		\$900.00	9/5	9/5	1		WED	1
27			500P-600P PROGRAM : EYEWIT NWS-5/EYEWIT NWS-530 CON COM1: EYEWIT NWS-5/EYEWIT NWS-530	30		\$2,400.00	9/5	9/5	1		WED	1
28			530A-600A PROGRAM : EYWT DYBK 530A CON COM1: EYWT DYBK 530A	30		\$800.00	9/5	9/5	1		WED	1
29			700A-900A PROGRAM : GD MRN AMR-ABC CON COM1: GD MRN AMR-ABC	30		\$2,100.00	9/5	9/5	1		WED	1

REP HEADLINE# 6282549
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG16/12 11.3
*** WFTV-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

SEP/12						36725.00						
CONTRACT TOTAL 36725.00												
TOTAL SPOTS 29												

MARKET TOTALS \$108,014 WFTV 34% WKMG 18% WESH 21% WOFL 15% WKCF 2% WRBW 5% CABL 5%
WOPX 0% WRDQ 0% EFTV 0%

SVC- NSI
DEMOS- RA35+*